

**EXHIBIT H TO
FORD MOTION IN LIMINE**

FB&A
1/08
#1302

SCREENER - W

Hello. My name is _____, and I am with _____. We are conducting a very brief survey today on hair care products and would like to include your opinions.

1.0 RECORD GENDER:

1. male **CHECK SCREENING QUOTA. CONTINUE.**
 2. female

1.1 So that we can get a mix of individuals in various age categories, would you please tell me if you are...
READ LIST. RECORD RESPONSE WITH AN 'X.'

1. under 18 **TERMINATE.**
 2. 18 to 34
 3. 35 to 54 **CHECK SCREENING QUOTA. CONTINUE.**
 4. 55 or over

5. refused **DO NOT READ. TERMINATE.**

2.0 Within the past six months, have you purchased any of the following hair care products?
READ LIST. RECORD RESPONSES WITH AN 'X.'

	<u>Yes</u>	<u>No</u>	<u>Don't Recall</u>
- shampoo?	<input checked="" type="checkbox"/>	1.	2. 3.
- conditioner?	<input checked="" type="checkbox"/>	1.	2. 3.
- hair spray, styling gel, mousse, or pomade? . . .	<input checked="" type="checkbox"/>	1.	2. 3.
- straightener?	<input checked="" type="checkbox"/>	1.	2. 3.
- dyes, rinses, highlighter or hair mascara?	<input checked="" type="checkbox"/>	1.	2. 3.
- hair glitter?	<input checked="" type="checkbox"/>	1.	2. 3.
- hair removing creams? . .	<input checked="" type="checkbox"/>	1.	2. 3.

CONTINUE.

- 2.1 Within the next six months, are you likely to purchase any of the following hair care products?
READ LIST. RECORD RESPONSES WITH AN 'X.'

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>	
- shampoo?	<u>X</u>	1.	2.	3.
- conditioner?	<u>X</u>	1.	2.	3.
- hair spray, styling gel, mousse, or pomade? . . .	<u>X</u>	1.	2.	3.
- straightener?	<u>X</u>	1.	2.	3.
- dyes, rinses, highlighter or hair mascara?	<u>X</u>	1.	2.	3.
- hair glitter?	<u>X</u>	1.	2.	3.
- hair removing creams? . .	<u>X</u>	1.	2.	3.

**IF 'YES,' TO ANY, CONTINUE;
OTHERWISE, TERMINATE.**

- 3.0 Do you, or does anyone else in your home, work for...
READ LIST. RECORD RESPONSES WITH AN 'X.'

	<u>Yes</u>	<u>No</u>
- an advertising agency or marketing research firm?	1.	<u>X</u> 2.
- a retail store or company that makes, sells, or distributes any hair care products?	1.	<u>X</u> 2.

**IF 'YES' TO EITHER, TERMINATE.
IF 'NO' TO BOTH, CONTINUE.**

- 4.0 Other than a political poll, during the past three months,
have you participated in any marketing research surveys,
including online surveys?
RECORD RESPONSE WITH AN 'X.'

X 1. yes **TERMINATE.**

____ 2. no/don't recall **CONTINUE.**

- 4.1 During the past month, have you heard anything about the
subject of any of the interviews we are conducting here at
the mall?
RECORD RESPONSE WITH AN 'X.'

____ 1. yes **TERMINATE.**

____ 2. no **CONTINUE.**

- 5.0 Do you usually wear contact lenses or eyeglasses when you
are reading?
RECORD RESPONSE WITH AN 'X.'

____ 1. yes **CONTINUE.**

____ 2. no **GO TO --> INVITATION TO INTERVIEW.**

5.1 Do you have them with you at this time?
RECORD RESPONSE WITH AN 'X.'

1. yes **CONTINUE.**
 2. no **TERMINATE.**

5.2 Will you please wear them during the rest of the interview?
RECORD RESPONSE WITH AN 'X.'

1. yes, agreed **CONTINUE.**
 2. no, refused **TERMINATE.**

INVITATION TO INTERVIEW:

We would like to show you a survey exhibit and ask the remainder of our questions in our interviewing facility here at the mall. This will take only a few minutes of your time. Would you come with me, please?

RECORD RESPONSE WITH AN 'X.'

1. yes, agreed **CONTINUE.**
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CONTINUE.

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4.0 Other than a political poll, during the past three months, have you participated in any marketing research surveys, including online surveys?
RECORD RESPONSE WITH AN 'X.'

- X 1. yes TERMINATE.
 2. no/don't recall CONTINUE.

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RECORD RESPONSE WITH AN 'X.'

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